

Biomet Blitzkrieg

Objective: To grow market Biomet market share in a focused, surgical strike over a 12-month period

Target: Underperforming regional market of South Florida

Barr

Humbertson/Fernandez

Trieste/Floyd

Carter

Resources:

Project	Cost
15 New salespeople subsidized @ \$30,000/ea	\$ 450,000
20 Magnum sets @ \$8,000/ea	\$ 160,000
20 Ceramic-Ceramic sets @ \$3,500/ea	\$ 70,000
8 Corporate jet tours @ \$10,000/ea	\$ 80,000
12 Regional focus meetings @ \$15,000/ea	\$ 180,000
24 Patient education seminars @ \$2,000/ea	\$ 48,000
18 Corporate marketing staff visits @ \$1,500/ea	\$ 27,000
12 Dine-with-the-Doctor dinners @ \$1,500/ea	\$ 18,000
TOTAL	\$ 1,033,000

Payback:

At average net margin out of Warsaw (71%), we will need to produce incremental sales of \$1,333,000. This is the revenue generated by 222 joints @ \$6,000/ea.

Per distributor, per month requirement: 5 ADDITIONAL JOINTS.

Derek Edgar

Exhibit 9

VF 12-12-18

PRODBEG	BMT-MM01891648
PRODEND	BMT-MM01891648
PRODBEGATTACH	BMT-MM01891648
PRODENDATTACH	BMT-MM01891648
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CUSTODIAN	Design
AUTHOR	dedgar
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CONFIDENTIAL	Yes
REDACTED	No
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